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Annotated Subject Index and Author/Title Index

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ADVERTISING AND MEDIA RESEARCH

Advertising and the S-Curve: A New Approach, J. K. JOHANSSON, August, 346.

A flexible class of sigmoid or "S-shaped" functions useful in estimating the relationship between advertising and sales or market share is developed. The class, called the "odds" models, consists of functions able to depict relationships ranging from diminishing returns to nonsymmetric S-curves, including different saturation levels and nonzero intercepts. Which one of the member models applies to a given set of data can be determined on the basis of the estimated advertising coefficient, and thus it is easy to identify whether or not the relationship under analysis is S-shaped.

Consumer Reactions to Explicit Brand Comparison in Advertisements, LINDA L. GOLDEN, November, 517.

The relative influence of comparative and noncomparative advertising on purchase intention ratings, perceptions of believability, credibility, quantity of information, and usefulness of information is investigated. The impact of the advertiser's competitive position, claim substantiation, and theme are considered, and the degrees of brand loyalty toward the advertised and competing brands are treated as covariates. Results indicate that ratings of purchase intentions, believability, and credibility were not differentially affected by comparative and noncomparative advertisements; however, the relative effectiveness of comparative advertising is influenced by the theme and advertiser's competitive position. The terms in the model did not explain a significant amount of the variation in ratings of quantity and usefulness of information.

Consumers' Level of Prejudice and Response to Black Models in Advertisements, RONALD F. BUSH, JOSEPH F. HAIR, JR., and PAUL J. SOLOMON, August, 341.

The authors report the results of a 2×3 factorial experiment which measures high and low prejudice white consumers' evaluations of ads for which models' race is manipulated. The study disconfirms the results of a previous study which differ substantially from those of the general body of literature on the effects of black models. The response of consumers to black models is found to be consistent with previous research findings.

Design of Advertising Experiments Using Statistical Decision Theory, The, ROBERT C. BLATTBERG, May, 191.

The author explains how decision theory can be applied to the design and evaluation of advertising experiments and discusses its application to marketing problems.

Duplication of Viewing Law and Television Media Schedule Evaluation, The, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and RONALD T. RUST, August, 333.

Patterns of television audience duplication (overlap of audiences between media vehicles) in the United States are found to be more complex than those in the United Kingdom. A new model of duplication is developed and shown to be better than previous estimates of the Viewing Law in describing television audience duplication in the U.S.

Econometric Measurement of the Duration of Advertising Effect on Sales: A Comment, YORAM C. PELES, May, 284.

See "Econometric Models"

Fear Appeal Effects in the Field: A Segmentation Approach, JOHN J. BURNETT and RICHARD L. OLIVER, May, 181.

See "Segmentation Research"

Host Selling vs. Premium TV Commercials: An Experimental Evaluation of Their Influence on Children, JOSEPH H. MILLER, JR. and PAUL BUSCH, August, 323.

An experimental analysis of host selling, premium, and announcer television commercials directed toward children was conducted. Stage of cognitive development, sex, and race of the children were assessed as well. Premium format commercials were more effective than host and announcer commercials in producing desired behavioral changes. Girls manifested more favorable attitudes toward the advertised product but there was no difference in the percentage of boys and girls who selected the advertised product. No differences were found between white and black children in attitude or recall but a higher

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percentage of white children selected the advertised product than did black children.

Influence of Social Character on Preference for Social Versus Objective Information in Advertising, The, RICHARD W. MIZERSKI and ROBERT B. SETTLE, November, 552.

An experimental investigation was made of the effect of Riesman's construct of social character on consumers' use and preference for social compared with objective information in evaluating products displayed in advertisements. The results suggest that other-directed individuals tend to be more persuasible by advertising, have a preference for additional social information about the product, but do not have the differential preference for advertising appeals suggested by previous research. Attempts to reconcile these findings lead to a model proposing that an individual's social character has little to do with response to advertising, but does exert a significant effect on information preference between ad exposure and possible purchase of a product.

Measuring the Cumulative Effects of Advertising on Sales: A Response to Peles, DARRAL G. CLARKE, May, 286.

See "Econometric Models"

What Do Zielske's Real Data Really Show About Pulsing?, JULIAN L. SIMON, August, 415.

A spaced advertising schedule is much more dollar-effective than a massed (pulsed) schedule, according to this reanalysis of the experimental data developed by Pomerance and Zielske. This finding is at variance with the conclusions drawn by other writers. The raw Pomerance-Zielske data are published here for the first time; until now only idealized representations of the data have been available, which has been the source of confusion and misunderstanding.

ATTITUDE THEORY RESEARCH

Attitude Pollimeter, The: A New Attitude Scaling Device, SHLOMO I. LAMPERT, November, 578.

See "Scaling Methods"

Construct Validity of the Tripartite Classification of Attitudes, The, RICHARD P. BAGOZZI, ALICE M. TYBOUT, C. SAMUEL CRAIG, and BRIAN STERNTHAL, February, 88.

See "Measurement"

Consumers' Level of Prejudice and Response to Black Models in Advertisements, RONALD F. BUSH, JOSEPH F. HAIR, JR., and PAUL J. SOLOMON, August, 341.

See "Advertising and Media Research"

Evaluating the Relationships Among Attitude Toward Business, Product Satisfaction, Experience, and Search Effort, RONALD D. ANDERSON, JACK L. ENGLEDOW, and HELMUT BECKER, August, 394.

A simple structural model relating attitudes toward business to product satisfaction, experience in shopping, and search effort is proposed and tested by use of confirmatory factor analysis (COFAMM) and the LISREL model. The fact that the basic hypotheses of the model are supported suggests a positive relation between business attitude and product satisfaction and a negative one between business attitude and information search. The LISREL model is seen as a useful tool in future work in structural modeling.

Investigation of Situational Variation in Brand Choice Behavior and Attitude, An, KENNETH E. MILLER and JAMES L. GINTER, February, 111.

See "Brand Choice"

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February, 102.

See "Measurement"

Linear Covariate Model of Warranty Attitudes and Behaviors, A, WILLIAM R. DARDEN and C. P. RAO, November, 466.

See "Econometric Models"

BRAND CHOICE

Application of a Composite Stochastic Model of Brand Choice, MOSHE GIVON and DAN HORSKY, May, 258.

A composite model of brand choice is presented. It allows individuals to differ in the order of the stochastic process they follow as well as in the magnitude of the process parameters. Procedures for estimating the parameters of the composite model and selecting the best submodel are proposed. Examination of several sets of panel data reveals that in some product categories consumers seem to follow the Linear Learning Model, in some the Bernoulli model, and in some divide into Markovian and Bernoulli segments.

Attribute Importance: Contrasting Measurements, ROGER M. HEELER, CHIKE OKECHUKU, and STAN REID, February, 60.

See "Measurement"

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August, 313.

See "Measurement"

Consumer Reactions to Explicit Brand Comparison in Advertisements, LINDA L. GOLDEN, November, 517.

See "Advertising and Media Research"

Effect of Self-Confidence and Anxiety on Information Seeking in Consumer Risk Reduction, The, WILLIAM B. LOCANDER and PETER W. HERMANN, May, 268.

See "Information Processing"

Investigation of Situational Variation in Brand Choice Behavior and Attitude, An, KENNETH E. MILLER and JAMES L. GINTER, February, 111.

Empirical evidence is presented which supports the explicit consideration of situational factors in the study of consumer behavior. Situational variation of brand choice behavior and attitude is identified. The use of situation-specific measures in an attribute-based attitude model is found to increase the ability of the model to predict subsequent brand choice behavior as reported in a multiple wave survey.

Multiattribute Approaches for Product Concept Evaluation and Generation: A Critical Review, ALLAN D. SHOCKER and V. SRINIVASAN, May, 159.

See "New Product Research"

Multinomial, Multiattribute Logit Choice Model, The, DENNIS H. GENSCH and WILFRED W. RECKER, February, 124.

See "Econometric Models"

On the Measurement of Purchase Data: Surveys Versus Purchase Diaries, YORAM WIND and DAVID LERNER, February, 39.

See "Measurement"

Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model, WILLIAM L.

MOORE, EDGAR A. PESSEMIER, and TAYLOR E. LITTLE, May, 203.

The predictive power of the Schönemann-Wang joint space model is examined across three product classes. These results are compared with unfolding analyses performed by the KYST algorithm. The Schönemann-Wang model appears to be a strong candidate for predictive studies of brand purchases and related types of market behavior.

Response Latency: A New Measure for Scaling Brand Preference, TYZOON T. TYEBJEE, February, 96.
See "Measurement"

Some Relationships Between Personality and Consumer Decision Making, RAYMOND L. HORTON, May, 233.
See "Buyer Behavior"

Testing Micropreference Structures, GORDON G. BECHTEL and P. J. O'CONNOR, May, 247.
See "Scaling Methods"

BUYER BEHAVIOR

Assessment of CAD, An—A Personality Instrument Developed Specifically for Marketing Research, JON P. NOERAGER, February, 53.
See "Measurement"

Developing Practical Procedures for the Measurement of Personal Values in Cross-Cultural Marketing, J. MICHAEL MUNSON and SHELBY H. McINTYRE, February, 48.
See "Measurement"

Effect of Self-Confidence and Anxiety on Information Seeking in Consumer Risk Reduction, WILLIAM B. LOCANDER and PETER W. HERMANN, May, 268.
See "Information Processing"

Evaluating the Relationships Among Attitude Toward Business, Product Satisfaction, Experience, and Search Effort, RONALD D. ANDERSON, JACK L. ENGLEDOW, and HELMUT BECKER, August, 394.
See "Attitude Theory Research"

Fear Appeal Effects in the Field: A Segmentation Approach, JOHN J. BURNETT and RICHARD L. OLIVER, May, 181.
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Investigation of Situational Variation in Brand Choice Behavior and Attitude, An, KENNETH E. MILLER and JAMES L. GINTER, February, 111.
See "Brand Choice"

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February, 102.
See "Measurement"

Measure Validation of Leisure Time Activities: Time Budgets and Psychographics, GEORGE J. SZYBILLO, SHARON BINSTOK, and LAURANNE BUCHANAN, February, 74.
See "Measurement"

More Evidence on Interpersonal Yielding, PETER H. REINGEN and JEROME B. KERNAN, November, 588.

The relative effectiveness of the foot-in-the-door and door-in-the-face techniques in inducing subjects to comply with a commercial request for information was assessed in a field experiment. Although foot-in-the-door was found to be more effective than door-in-the-face, contrary to expectations the behavioral compliance rate was not significantly different from control outcomes. The implications of these findings are discussed.

Patterns of Information Source Usage Among Durable Goods Buyers, ROBERT A. WESTBROOK and CLAES FORNELL, August, 303.
See "Information Processing"

Some Relationships Between Personality and Consumer Decision Making, RAYMOND L. HORTON, May, 233.

Data are reported supporting the hypothesis that the personality variables anxiety and self-confidence are related to consumer choice behavior. *Post hoc* analyses construct six personality factors which are systematically and plausibly related to consumers' choice behavior in a simulated shopping environment.

COMPUTER ABSTRACTS

BSR: Best Subset Regression by the Method of Branch and Bound, EDWARD S. PEARSALL, November, 564.

CANDI: A Program to Provide a Canonical Representation of Distance Scores, STUART A. WESTIN and WILLIAM R. DILLON, November, 559.

COLLDICO: A Program System for Performing Regression Analysis in the Presence of Collinearity: Diagnosis and Correction, UDO WAGNER, November, 561.

FRNCHS: Longitudinal and Cross-Sectional Analysis of Company Sales Networks, DAVID A. WADLEY, November, 567.

LINMAP (Version III): A FORTRAN IV Computer Program for Analyzing Ordinal Preference (Dominance) Judgments and for Conjoint Analysis, Incorporating Multistage Estimation Procedures, ALLAN D. SHOCKER and V. SRINIVASAN, November, 560.

LOGIT: An Interactive Computer Program on Logit Analysis of Dichotomous Response Data, GIDEON VIGDERHOUS, November, 568.

LTA: A Program That Uses a Linear Typal Model to Develop Marketing Classifications, WILLIAM R. DARDEN, ROY D. HOWELL, and TERRY E. POWELL, November, 563.

MKTSHR: Market Share Analysis—A Program for Estimating Market Shares from Conjoint Analysis Data, JAMES B. WILEY and JAMES T. LOW, November, 568.

PAIRED: A Program to Analyze Paired Comparisons from Either Pairwise Comparisons or Ordinal Data, SIDNEY C. BENNETT, November, 561.

PCREG: A Principal Components Regression Program for Decision Making, BALDWIN S. HUI and HARSHARANJEET S. JAGPAL, November, 570.

PLANOPT: A Model and Interactive Program to Aid Managers in Planning an Optimal Marketing Strategy for an Established Product, EDGAR A. PESSEMIER and THOMAS L. PILON, November, 564.

RANGEN: A Program to Generate Individualized Data Samples for Marketing Research Students, ELI P. COX III, November, 565.

RANPAR: A Computer Program for Estimation of a Random Coefficient Model with Pooled Time-Series and Cross-Section Data, L. W. JOHNSON and E. A. OAKENFULL, November, 565.

RIDGE: An Integrated Ridge Regression Program, BALDWIN S. HUI and HARSHARANJEET S. JAGPAL, November, 571.

SIMDATA: A Computer Program to Produce Matrices of Similarity Measures for Subsequent Input to Cluster or Multidimensional Scaling Algorithms, C. RICHARD ROBERTS, November, 566.

ECONOMETRIC MODELS

Advertising and the S-Curve: A New Approach, J. K. JOHANSSON, August, 346.
See "Advertising and Media Research"

Application of a Composite Stochastic Model of Brand Choice, MOSHE GIVON and DAN HORSKY, May, 258.
See "Brand Choice"

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August, 313.
See "Measurement"

Comparison of Two Logit Models in the Analysis of Qualitative Marketing Data, A, DAVID FLATH and E. W. LEONARD, November, 533.
The authors compare the application of two logit models for the analysis of qualitative marketing data. A weighted least squares logit model is compared with a maximum likelihood logit model different from that mentioned by Green et al. Empirical applications are used to compare the models. Suggestions are presented for interpreting and reporting the results of logit-type models, with special attention to interaction effects.

Duplication of Viewing Law and Television Media Schedule Evaluation, The, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and ROLAND T. RUST, August, 333.
See "Advertising and Media Research"

Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study, HERMANN SIMON, November, 439.
See "Pricing Research"

Econometric Measurement of the Duration of Advertising Effect on Sales: A Comment, YORAM C. PELES, May, 284.
The author raises several questions about an article by Darral Clarke in the November 1976 issue of the *JMR*.

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February, 102.
See "Measurement"

Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis, MARK MORIARTY and ARTHUR ADAMS, May, 221.
See "Salesforce Research"

Linear Covariate Model of Warranty Attitudes and Behaviors, A, WILLIAM R. DARDEN and C. P. RAO, November, 466.
The new Magnuson-Moss Warranty and Federal Trade Commission Improvement Act requires businesses to reappraise their current warranty practices. They now face standards for what a warranty must contain and how easy it is to read. The authors test a model relating consumer socioeconomic characteristics and attitudes to warranty behaviors. The methodological and substantive implications of the findings are explored.

Measuring the Cumulative Effects of Advertising on Sales: A Response to Peles, DARRAL G. CLARKE, May, 286.
The author responds to the questions raised in Yoram Peles' comment.

Multinomial, Multiattribute Logit Choice Model, The, DENNIS H. GENSCH and WILFRED W. RECKER, February, 124.
The authors argue that for the cross-sectional multiattribute approach to choice modeling, the multinomial logit is theoretically and empirically superior to the more commonly used regression approach. Other choice methodologies also are discussed briefly in relation to logit. The difference between individual level (where regression is appropriate) and cross-sectional analysis is recognized. Most marketing managers, because of their research goals, will be using a cross-sectional approach. The derivation of the logit from an underlying behavioral model of choice is illustrated. It is this underlying behavioral model of choice that provides logit with several conceptual advantages for modeling a multiattribute choice structure.

Path Analysis of Causes and Consequences of Salespeople's Perceptions of Role Clarity, A, R. KENNETH TEAS, JOHN G. WACKER, and R. EUGENE HUGHES, August, 355.
See "Salesforce Research"

Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model, WILLIAM L. MOORE, EDGAR A. PESSEMIER, and TAYLOR E. LITTLE, May, 203.
See "Brand Choice"

Reduction in Selling Price After the Introduction of Competition, DAVID N. BURT and JOSEPH E. BOYETT, JR., May, 275.
See "Pricing Research"

Synthesis of Predictive Models in Marketing Research, The, DEREK W. BUNN, May, 280.
A formal procedure for synthesizing the variety of predictive models usually available to the market research analyst is presented as a practical method. Two case studies indicate its feasibility. The method is Bayesian, involving the assignment of subjective probabilities to the various predictive models and the revision of these prior model probabilities according to a Dirichlet process if a set of performance data is available.

Territory Sales Response, ADRIAN B. RYANS and CHARLES B. WEINBERG, November, 453.
See "Salesforce Research"

Unobservable Variables in Structural Equation Models with an Application in Industrial Selling, DAVID A. AAKER and RICHARD P. BAGOZZI, May, 147.
Structural equation models which include unobservable variables permit theoretical constructs to be represented by multiple indicators. The use and evaluation of such models are illustrated in an industrial salesforce study.

FORECASTING

Analyzing Cross-Classification Data: An Improved Method for Predicting Events, RUSSELL S. WINER and MICHAEL J. RYAN, November, 539.
The limitations of prediction methods used to analyze categorical data are discussed. A new approach, prediction logic, is introduced that overcomes these limitations and provides a more precise test of complex theories.

Improving Prediction in Conjoint Measurement, DOV PEKELMAN and SUBRATA K. SEN, May, 211.
See "Measurement"

Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis, MARK MORIARTY and ARTHUR ADAMS, May, 221.
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Predicting Brand Purchase Behavior: Marketing Application of the Schönemann and Wang Unfolding Model, WILLIAM L. MOORE, EDGAR A. PESSEMIER, and TAYLOR E. LITTLE, May, 203.
See "Brand Choice"

Synthesis of Predictive Models in Marketing Research, The, DEREK W. BUNN, May, 280.
See "Econometric Models"

INFORMATION PROCESSING

Effect of Self-Confidence and Anxiety on Information Seeking in Consumer Risk Reduction, WILLIAM B. LOCANDER and PETER W. HERMANN, May, 268.
The authors examine the effect of generalized self-confidence, anxiety, and specific self-confidence on consumers' tendency to seek information sources as a means of reducing purchasing uncertainty. Consumers were asked to rate their tendency to seek six information sources for each of five products. The products differed in their degree of performance and social risk. The findings suggest that specific self-confidence about the product decision is significantly related to information seeking.

Influence of Social Character on Preference for Social Versus Objective Information in Advertising, The, RICHARD W. MIZERSKI and ROBERT B. SETTLE, November, 552.
See "Advertising and Media Research"

Patterns of Information Source Usage Among Durable Goods Buyers, ROBERT A. WESTBROOK and CLAES FORNELL, August, 303.
Durable goods buyers' prepurchase information search activities were studied to determine whether distinctive patterns of information source usage could be identified. A method based on canonical analysis of retail, neutral, and personal source usage measures in conjunction with selected explanatory variables proved useful in distinguishing four patterns. Tradeoffs were evident in the usage of and reliance on different information sources. The results emphasize the need for further study of consumer information need and information-gathering abilities.

MEASUREMENT

Alternative Perceptual Mapping Techniques: Relative Accuracy and Usefulness, JOHN R. HAUSER and FRANK S. KOPPELMAN, November, 495.
Perceptual mapping is widely used in marketing to analyze market structure, design new products, and develop advertising strategies. The authors present theoretical arguments and empirical evidence which suggest that factor analysis is superior to discriminant analysis and similarity scaling with respect to predictive ability, managerial interpretability, and ease of use.

Alternative Semantic Scaling Formats for Measuring Store Image: An Evaluation, DENNIS MENEZES and NORBERT F. ELBERT, February, 80.
Only slight advantages are shown for the Stapel scale in lack of leniency (high scores) and the semantic differential scale in precision (low variance) in a comparison of these scale approaches with the Likert one in measuring store image. Careful measure validation showed no marked differences among the three scale approaches, and thus choices among them should be made on other grounds.

Analysis of Contingency Tables with Sparse Values, WILLIAM S. SHIELDS and ROGER M. HEELER, August, 382.
See "Regression and Other Statistical Techniques"

Assessment of CAD, An—A Personality Instrument Developed Specifically for Marketing Research, JON P. NOERAGER, February, 53.
CAD is a measurement instrument developed specifically for marketing research. An empirical assessment of reliability and validity raises some questions about its usefulness in its present form.

Attitude Pollimeter, The: A New Attitude Scaling Device, SHLOMO I. LAMPERT, November, 578.
See "Scaling Methods"

Attribute Importance: Contrasting Measurements, ROGER M. HEELER, CHIKE OKECHUKU, and STAN REID, February, 60.
Three methods of obtaining attribute importance—conjoint measurement, self (questionnaire) report, and information display board—are compared and found to yield contrasting results. The results of multiattribute models, and determinant attribute and tradeoff analyses would depend on the method of measurement used. The information display board is hypothesized to yield a measure of greater face validity than the other two methods.

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August, 313.
Since 1971, interest in the use of decompositional multiattribute preference models in marketing has been increasing. The applications have varied in terms of the type of data used, behavior predicted, and methods used for estimating parameters. The authors examine the effect of different data collection and estimation procedures on parameter estimates and their stability and validity. An actual data base is used. A detailed comparison is made of the alternative approaches of parameter estimation and suggestions are given for the potential users of decompositional multiattribute preference models.

Conjoint Measurement: Temporal Stability and Structural Reliability, JAMES McCULLOUGH and ROGER BEST, February, 26.
Reliability and stability of preference patterns obtained through conjoint measurement are examined by perturbing the stimulus structure and by repeating measurements after the passage of time. Conjoint measurement appears to be very robust to perturbation and reasonably stable over time.

Construct Validity of the Tripartite Classification of Attitudes, The, RICHARD P. BAGOZZI, ALICE M. TYBOUT, C. SAMUEL CRAIG, and BRIAN STERNTHAL, February, 88.
The convergent, discriminant, and predictive validity of the tripartite model of attitudes is investigated. On the basis of a structural equation methodology, evidence is obtained for convergent validity. Moreover, a factor analysis of the attitude measures and measures of perceived extraneous events and personal and social normative beliefs provides evidence for discriminant validity. Finally, evidence for predictive validity based on actual and intended behaviors is found to be mixed. The implications of these findings for research pertaining to the prediction of consumer behavior are discussed.

Developing Practical Procedures for the Measurement of Personal Values in Cross-Cultural Marketing, J. MICHAEL MUNSON and SHELBY H. McINTYRE, February, 48.

This research investigates a particular value-assessing instrument, the Rokeach Value Survey (RVS), for its applicability to cross-cultural marketing. The study establishes that in measuring values a Likert type of scaling approach is not significantly less reliable than the more cumbersome ranking approach used by psychologists. Scaling also may be better suited to marketing applications. A "multiprofile-multimethod" matrix analysis suggests that the Rokeach "terminal" and "instrumental" profiles are reliable and distinctive.

Econometric Measurement of the Duration of Advertising Effect on Sales: A Comment, YORAM C. PELES, May, 284.

See "Econometric Models"

Implementation of Response Latency Measures, JAMES MacLACHLAN, JOHN CZEPIEL, and PRISCILLA LaBARBERA, November, 573.

Response latency, which is the amount of time a respondent deliberates before answering a question, can serve as an indicator of the respondent's certainty. This research demonstrates that latency can be measured unobtrusively in telephone interviewing by means of automatic equipment. Latency is found to be a robust measure in that it was not appreciably influenced by the serial position of questions. There is an inverse relationship between latency and probability that a question is answered correctly, as latency sharply differentiates subjects giving correct answers from those giving incorrect answers.

Improved Method for Comparing Rank-Order Preferences of Two Groups of Consumers, ADRIAN B. RYANS and V. SRINIVASAN, November, 583.

Ryans recently proposed several measures that could be used to determine the degree of agreement betweeen sets of preference rankings from two separate groups of consumers. The most satisfactory of these measures required burdensome computations for large data sets. In this article a much simpler method of calculating the measure is described that makes feasible its computation for large data sets.

Improving Prediction in Conjoint Measurement, DOV PEKELMAN and SUBRATA K. SEN, May, 211.

Conjoint measurement generally is used to assess utilities for a few discrete attribute levels. An important practical application of such utility assessments is the prediction of the overall value of alternative new product concepts. If these product concepts are defined as combinations of attribute levels *other* than the original discrete levels presented to the respondents, linear interpolation commonly is used to predict utilities for the *new* attribute levels. However, linear interpolation may lead to poor predictions and the consequent choice of the wrong new product to introduce in the market. Therefore, the authors present an alternative to linear interpolation: the estimation of a utility function. An analytical procedure and some numerical results are provided to indicate the superiority of the utility function approach for the prediction of attribute utilities. The market share implications of improved utility prediction are discussed.

Introduction to the Special Section: Measurement and Marketing Research—Is the Flirtation Going to Lead to a Romance?, MICHAEL L. RAY, February, 1.

The articles in this special section provide practical guidelines and examples for carrying out reliability and validity measurement testing, which is essential to the advancement of marketing research. A content analysis of *JMR* articles shows increasing concern with these issues in the past five years. A special AMA committee and a new *JMR* section are proposed to move the field beyond concern (flirtation) and into action (romance).

Isolating Attitudinal and Normative Influences in Behavioral Intentions Models, PAUL W. MINIARD and JOEL B. COHEN, February, 102.

Behavioral intentions often have been used as a surrogate for actual behavior in choice models and to reflect the impact of marketing variables. The Fishbein behavioral intentions model posits two determinants of behavioral intentions: a personal or attitudinal component and a social influence or normative component. The authors use an experimental methodology to examine aspects of this model's construct validity. Certain operational problems are identified and related to underlying conceptual difficulties in separating these two components.

Measure Validation of Leisure Time Activities: Time Budgets and Psychographics, GOERGE J. SZYBILLO, SHARON BINSTOK, and LAURANNE BUCHANAN, February, 74.

The authors examined the interrelationships of husband leisure time activities based on husband-reported time budgets, husband-reported activity measures, and wife-reported descriptions of husband behavior. An adaptation of the Campbell and Fiske multimethod-multitrait analysis indicated significant convergent validity and discriminant validity.

Measures of Salespeople's Job Satisfaction: Convergent and Discriminant Validity of Corresponding INDSALES and Job Descriptive Index Scales, CHARLES M. FUTRELL, November, 594.

The satisfaction scales for work, coworkers, supervision, pay, and promotion of the INDSALES and Job Descriptive Index (JDI) were obtained from a national sample of 209 salesmen in the health care industry. Convergent and discriminant validity were examined by using the criteria of Campbell and Fiske.

Measuring Reliability: A Comparison of Alternative Techniques, RAVI PARAMESWARAN, BARNETT A. GREENBERG, DANNY N. BELLENGER, and DAN H. ROBERTSON, February, 18.

Few scholars would dispute the need to quantify and report the reliability of measurement in marketing research. There appears to be considerable confusion, however, about the appropriateness of various reliability measurement techniques. A comparison is made of the results from several alternative techniques applied to a lifestyle questionnaire. One technique rarely used to date in marketing research is suggested as superior to the others on the basis of the likelihood of its assumptions in an actual measurement setting.

Measuring the Cumulative Effects of Advertising on Sales: A Response to Peles, DARRAL G. CLARKE, May, 286.

See "Econometric Models"

On the Measurement of Purchase Data: Surveys Versus Purchase Diaries, YORAM WIND and DAVID LERNER, February, 39.

The first large-scale marketing study in which individual consumers' survey responses could be linked to their panel diary recordings is reported. The results, for the margarine category only, indicate correspondence between the two data sets at the aggregate brand share level but great discrepancies at the individual consumer level. Analysis of this discrepancy

calls into question the use of survey reports as an indicator of individual purchase in product positioning, segmentation, advertising media and copy research, and concept/product testing.

Paradigm for Developing Better Measures of Marketing Constructs, A, GILBERT A. CHURCHILL, JR., February, 64.

A critical element in the evolution of a fundamental body of knowledge in marketing, as well as for improved marketing practice, is the development of better measures of the variables with which marketers work. In this article an approach is outlined by which this goal can be achieved and portions of the approach are illustrated in terms of a job satisfaction measure.

Reliability: A Review of Psychometric Basics and Recent Marketing Practices, J. PAUL PETER, February, 6.

The basic theories and measurement procedures for reliability and the closely related concept of generalizability are reviewed, illustrated, and evaluated for use in marketing research. A critique is given of a subset of previous marketing research studies in which reliability estimates were used and recommendations are made for future research.

Response Latency: A New Measure for Scaling Brand Preference, TYZOON T. TYEBJEE, February, 96.

A scaling model is presented to estimate brand preference structures by use of response latency or choice time measures. The structure of the model and the predictive validity of the preference scales estimated by this model are tested in the context of a computer-controlled pairwise choice experiment.

Techniques in Market Measurement: The Jackknife, IAN FENWICK, August, 410.

See "Regression and Other Statistical Techniques"

Test of the Reliability of Psychographics, A, ALVIN C. BURNS and MARY CAROLYN HARRISON, February, 32.

A test-retest study of the reliability of 36 psychographic items was conducted for a one-year time interval with women subjects. Analysis revealed nine stable psychographic dimensions, some judged to define lasting personal characteristics and some apparently open to external influence during the test interval. Internal consistency analysis on the first set of dimensions showed that stochastic responses were present in both years. However, random responses to the six-point agreement-disagreement scale tended to be confined to one response category in the great majority of cases. Implications of these findings for the use of psychographics are discussed.

Testing Micropreference Structures, GORDON G. BECHTEL and P. J. O'CONNOR, May, 247.

See "Scaling Methods"

Using Attribute Ratings for Product Positioning: Some Distinctions Among Compositional Approaches, JOEL HUBER and MORRIS B. HOLBROOK, November, 507.

Compositional methods for generating product spaces from attribute data differ in their capacity to recover objective dimensions that discriminate between brands. These differences, which have important implications for the usefulness of various scaling techniques to managers, are illustrated by an example from consumer esthetics involving the evaluation of recordings by jazz saxophonists. The emphasis is on contrasts among the compositional approaches that result in different kinds of dimensions being prominent in reduced space solutions.

NEW PRODUCT RESEARCH

Improving Prediction in Conjoint Measurement, DOV PEKELMAN and SUBRATA K. SEN, May, 211.

See "Measurement"

Multiattribute Approaches for Product Concept Evaluation and Generation: A Critical Review, ALLAN D. SHOCKER and V. SRINIVASAN, May, 159.

Multiattribute research in marketing seeks an understanding of the structure of customer decisions with respect to the market offerings of a firm and its competitors. Through such understanding the firm trys to evaluate and/or design its offerings for greater customer satisfaction and profitability. Recent applications of such research to new product evaluation and to concept generation are reviewed and critiqued, relevant methodologies are contrasted, and the import of this research thrust for management is assessed.

PRICING RESEARCH

Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study, HERMANN SIMON, November, 439.

A brand life cycle model is described which incorporates carryover effects and obsolescence and allows for time-varying price responses. An empirical study of 35 brands in seven different markets shows typical changes in price elasticity during the brand life cycle. Important implications for strategic pricing and antitrust issues are indicated.

Reduction in Selling Price After the Introduction of Competition, DAVID N. BURT and JOSEPH E. BOYETT, JR. May, 275.

Price is one of the most important and least understood factors of marketing. For a significant number of goods and services, price is established by the technique of competitive bidding. In many instances such competitive bidding occurs after the items have been priced under monopolistic conditions. A study of 356 items which had been priced under sole source and then under competitive conditions showed that the introduction of competition is associated with a reduction in unit price of between 10.8 and 17.5%, depending on the size of the order. The number of units purchased also has a significant effect on price.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

Analysis of Contingency Tables with Sparse Values, WILLIAM S. SHIELDS and ROGER M. HEELER, August, 382.

In the chi square analysis of cross-tabulated variables, the problem of low cell counts is usually solved by combining categories, at the cost of a loss of information, or by using larger samples, at added financial cost. Use of a chi square statistic based on an extension of the Fisher Exact Test can provide a third, less costly, alternative.

Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models, A, ARUN K. JAIN, FRANKLIN ACITO, NARESH K. MALHOTRA, and VIJAY MAHAJAN, August, 313.

See "Measurement"

Comparison of Two Logit Models in the Analysis of Qualitative Marketing Data, A. DAVID FLATH and E. W. LEONARD, November, 533.

See "Econometric Models"

Conjoint Measurement: Temporal Stability and Structural Reliability, JAMES McCULLOUGH and ROGER BEST, February, 26.

See "Measurement"

Construct Validity of the Tripartite Classification of Attitudes, The, RICHARD P. BAGOZZI, ALICE M. TYBOUT, C. SAMUEL CRAIG, and BRIAN STERNTHAL, February, 88.
See "Measurement"

Design of Advertising Experiments Using Statistical Decision Theory, The, ROBERT C. BLATTBERG, May, 191.
See "Advertising and Media Research"

Discrimination Procedures for the Analysis of Nominally Scaled Data Sets, HOWARD S. GITLOW, August, 387.
The author compares two discrimination procedures used for analyzing nominally scaled data sets, dummy variable multiple discriminant function analysis and multivariate nominal scale analysis. Both procedures are illustrated on an in-home consumption data base.

Improved Method for Comparing Rank-Order Preferences of Two Groups of Consumers, ADRIAN B. RYANS and V. SRINIVASAN, November, 583.
See "Measurement"

Measuring Reliability: A Comparison of Alternative Techniques, RAVI PARAMESWARAN, BARNETT A. GREENBERG, DANNY N. BELLENGER, and DAN H. ROBERTSON, February, 18.
See "Measurement"

Method for Computing the Average Spearman Rank Correlation Coefficient from Ordinally Structured Confusion Matrices, A, JAMES B. WILCOX and LARRY M. AUSTIN, August, 426.
Researchers have used either average correlation or the percentage of objects correctly predicted in assessing the accuracy of attitude models. Because the two measures are not directly comparable, the ability to contrast results from different studies is obviated. A method is presented for computing the average Spearman correlation coefficient directly from confusion matrices.

Multinomial, Multiattribute Logit Choice Model, The, DENNIS H. GENSCH and WILFRED W. RECKER, February, 124.
See "Econometric Models"

Paradigm for Developing Better Measures of Marketing Constructs, A, GILBERT A. CHURCHILL, JR., February, 64.
See "Measurement"

Path Analysis of Causes and Consequences of Salespeople's Perceptions of Role Clarity, A, R. KENNETH TEAS, JOHN G. WACKER, and R. EUGENE HUGHES, August, 355.
See "Salesforce Research"

Performance of the Linear Discriminant Function in Nonoptimal Situations and the Estimation of Classification Error Rates, The: A Review of Recent Findings, WILLIAM R. DILLON, August, 370.
This article is a review of the results, as are available, on the performance of the linear discriminant function in situations where the assumptions of multivariate normality and equal group dispersion structures are violated. Some new results are discussed for the case of classification using discrete variables, and in the case of both binary and continuous variables. In addition, alternative methods which have been proposed, and evaluated, for estimating misclassification error rates are thoroughly reviewed. In all cases, the material is reviewed in terms of practical significance, with particular emphasis on the conditions unfavorable to the performance of each procedure.

Reliability: A Review of Psychometric Basics and Recent Marketing Practices, J. PAUL PETER, February, 6.
See "Measurement"

Setting Sales Quotas with Conjoint Analysis, RENÉ Y. DARMON, February, 133.
See "Salesforce Research"

Techniques in Market Measurement: The Jackknife, IAN FENWICK, August, 410.
The "jackknife" technique developed by Tukey (1958), although rarely used in marketing, promises to be widely applicable. The very name of the technique was chosen to express its versatility. The jackknife offers the researcher the opportunity to reduce bias, perform significance tests, and assess the validity and stability of analyses without requiring a large sample. The author describes the jackknife method, applies the method to an analysis of international marketing effectiveness, and discusses some of its unresolved problems.

Test for Clusters, A, STEPHEN JOHN ARNOLD, November, 545.
See "Segmentation Research"

Test of the Reliability of Psychographics, A, ALVIN C. BURNS and MARY CAROLYN HARRISON, February, 32.
See "Measurement"

SALESFORCE RESEARCH

Issues in Sales Territory Modeling and Forecasting Using Box-Jenkins Analysis, MARK MORIARTY and ARTHUR ADAMS, May, 221.
Box-Jenkins models developed for each of a firm's 10 sales territories reveal that a variety of model forms are possible. Statistical tests are developed to consider (1) whether the same model form, with no restrictions on parameter values, is operating in each territory and (2) whether all territories having a common underlying process also have common parameter values. Adaptive forecasts are made over a 1-year period to compare unique territory model predictions with more parsimonious model predictions.

Measures of Salespeople's Job Satisfaction: Convergent and Discriminant Validity of Corresponding INDSALES and Job Descriptive Index Scales, CHARLES M. FUTRELL, November, 594.
See "Measurement"

Path Analysis of Causes and Consequences of Salespeople's Perceptions of Role Clarity, A, R. KENNETH TEAS, JOHN G. WACKER, and R. EUGENE HUGHES, August, 355.
Path analysis is used to examine the relationships among the salesperson's perceptions of performance feedback, participation, role clarity, and job satisfaction. The results of the study indicate that performance feedback and participation in decision making are both positively related to role clarity. In addition, performance feedback is related primarily to lower order need fulfillment whereas participation and role clarity are related primarily to higher order need fulfillment.

Setting Sales Quotas with Conjoint Analysis, RENÉ Y. DARMON, February, 133.
On the basis of a theoretical model of salesperson behavior, the author proposes an operational procedure in which conjoint analysis is used to determine sales quotas optimal for the company *and* acceptable to each salesperson.

Territory Sales Response, ADRIAN B. RYANS and CHARLES B. WEINBERG, November, 453.

What factors account for the wide variation in performance within a salesforce, and what is the relative importance of these factors? The authors attempt to answer that question by first developing a framework that identifies the major constructs to be included in a model of territory response, and then testing the model in three different corporate settings. The empirical results provide a basis for useful generalizations about the importance of territory characteristics, span of control, and other factors in explaining the variability in salesperson performance.

Unobservable Variables in Structural Equation Models with an Application in Industrial Selling, DAVID A. AAKER and RICHARD P. BAGOZZI, May, 147.

See "Econometric Models"

SAMPLING AND SURVEY METHODS

Characteristics of Persons With and Without Home Telephones, LEE M. WOLFLE, August, 421.

The advantages of telephone surveys would be negated if telephone subscribers were not representative of total populations, including nonsubscribers. Surprisingly, the literature on this subject is somewhat limited. A study was done to ascertain whether there are any important differences between telephone subscribers and nonsubscribers. From a combination of NORC surveys, analysis of more than 7500 respondents shows that, in most cases, less than 2% of the responses on a single item of a telephone sample will differ from equivalent responses of a sample of the total population.

Implementation of Response Latency Measures, JAMES MacLACHLAN, JOHN CZEPIEL, and PRISCILLA LaBARBERA, November, 573.

See "Measurement"

Noncontact and Refusal Rates in Consumer Telephone Surveys, FREDERICK WISEMAN and PHILIP McDONALD, November, 478.

An industrywide analysis of nonresponse in consumer telephone surveys is presented. Data supplied by major research firms and manufacturers indicate that many studies have a high degree of nonresponse due, in large part, to controllable factors.

On the Measurement of Purchase Data: Surveys Versus Purchase Diaries, YORAM WIND and DAVID LERNER, February, 39.

See "Measurement"

Response Rates and Perceived Questionnaire Length in Mail Surveys, TERRY L. CHILDERS and O. C. FERRELL, August, 429.

A 2 × 2 factorial experiment was designed to test the impact on mail survey response rate resulting from variations in paper trim size and number of printed pages in the questionnaire. ANOVA findings suggest 8-1/2 × 11″ paper trim size produces a better response rate than an 8-1/2 × 14″ paper trim size. Use of a one-sheet (front and back) versus a two-sheet (front only) questionnaire did not cause a significant difference in response rate; a hypothesized interaction effect was not found to be statistically significant.

Studies of Census Mail Questionnaires, NAOMI D. ROTHWELL and ANITRA M. RUSTEMEYER, August, 401.

The research described was an initial effort by the Bureau of the Census to employ laboratory methods to study alternative designs of a self-administered questionnaire for use in decennial censuses of population and housing. Though no one of the three kinds of investigation described is original, the combination of methods in a single program such that results from one kind of study explain and reinforce results from others is unusual.

SCALING METHODS

Alternative Perceptual Mapping Techniques: Relative Accuracy and Usefulness, JOHN R. HAUSER and FRANK S. KOPPELMAN, November, 495.

See "Measurement"

Alternative Semantic Scaling Formats for Measuring Store Image: An Evaluation, DENNIS MENEZES and NORBERT F. ELBERT, February, 80.

See "Measurement"

Attitude Pollimeter, The: A New Attitude Scaling Device, SHLOMO I. LAMPERT, November, 578.

The Attitude Pollimeter is a new attitude scaling device, based on movable visual elements, which enables practically everyone to indicate his/her attitude on a continuous scale. It also has other desirable properties unavailable in other scales. Results of a study in which the new scale was compared with three other common scales are reported.

Attribute Importance: Contrasting Measurements, ROGER M. HEELER, CHIKE OKECHUKU, and STAN REID, February, 60.

See "Measurement"

Conjoint Measurement: Temporal Stability and Structural Reliability, JAMES McCULLOUGH and ROGER BEST, February, 26.

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Developing Practical Procedures for the Measurement of Personal Values in Cross-Cultural Marketing, J. MICHAEL MUNSON and SHELBY H. McINTYRE, February, 48.

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Discrimination Procedures for the Analysis of Nominally Scaled Data Sets, HOWARD S. GITLOW, August, 387.

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Test of the Reliability of Psychographics, A, ALVIN C. BURNS and MARY CAROLYN HARRISON, February, 32.

See "Measurement"

Testing Micropreference Structures, GORDON G. BECHTEL and P. J. O'CONNOR, May, 247.

An analysis of variance method for scaling brand preference *within* a single consumer or market segment of consumers is described. This framework is used in developing a test for the accountability of preference in terms of mediating perceptual attributes. Unlike previous approaches, the method provides an *F*-test for a particular multiattribute structure individual by individual or segment by segment. These microtests are illustrated in two data analyses: intraindividual tests on an exogenous perceptual structure and intrasegment assessment of structures that are endogenous to each of the several segments.

Using Attribute Ratings for Product Positioning: Some Distinctions Among Compositional Approaches, JOEL HUBER and MORRIS B. HOLBROOK, November, 507.

See "Measurement"

SEGMENTATION RESEARCH

Fear Appeal Effects in the Field: A Segmentation Approach, JOHN J. BURNETT and RICHARD L. OLIVER, May, 181.

The effect of varying fear levels was tested in a field experiment on a random resident sample and on separate demographic and psychographic subsegments. Certain attitudinal and behavioral effects were observed for the entire sample whereas others were segment specific.

Test for Clusters, A, STEPHEN JOHN ARNOLD, November, 545.

Tests for the presence of clusters are reviewed. An alternative test is derived that indicates whether data are other than unimodally or uniformly distributed. The test allows for at least 1,000 entities, 20 attributes, and 8 groups. The test is applied to data with known clusters and then to data gathered to solve a problem in lifestyle market segmentation.

SOCIAL ISSUES AND PUBLIC POLICY

Host Selling vs. Premium TV Commercials: An Experimental Evaluation of Their Influence on Children, JOSEPH H. MILLER, JR. and PAUL BUSCH, August, 323.

See "Advertising and Media Research"

Legal Constraints and Marketing Research: Review and Call to Action, CYNTHIA J. FREY and THOMAS C. KINNEAR, August, 295.

Marketing researchers operate in an environment which is ripe for legislation. Researcher-respondent privacy issues, unfair and deceptive practices among researchers, and the continual problem of "sugging," or the impersonation of legitimate interviewers by sales agents, demand attention. The authors attempt to make marketing researchers more cognizant of current legislation and the potential implications of the Magnuson-Moss/Federal Trade Commission Improvement Act. Professionals in marketing research are called upon to respond in a positive and productive fashion to the public policy issues in their operating environment.

Linear Covariate Model of Warranty Attitudes and Behaviors, A, WILLIAM R. DARDEN and C. P. RAO, November, 466.

See "Econometric Models"

MISCELLANEOUS

Publishing Activity in Marketing as an Indicator of Its Structure and Disciplinary Boundaries, ARIEH GOLDMAN, November, 485.

An analysis of the nature of sources cited by authors of articles published in the *JMR* and *JM* yields insight into the structure and boundaries of the marketing discipline.

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*Abbreviations: c.a., computer abstract; n, research note, r, book review.

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